

## Goals of the Delisting Process at the Idaho State Liquor Division (ISLD)

The ISLD product line is continuously being evaluated to ensure success in serving our patrons. Listing and delisting procedures are used to maintain an optimal product mix for the consumer by bringing new products to market and removing non-performing products. The final decision regarding whether products are listed in; are retained in; or are deleted from the ISLD product line ultimately rests with the Director\* based on consumer purchases.

**\*\*\*Effective May 1, 2016\*\*\***

### Delisting Policies

#### Regular/Limited Products:

A Regular/Limited product carried by the ISLD will be examined for delisting if the product's 12 month retail \$ volume falls below (*listed below*) per point of distribution.

BRAND CATEGORY	VALUE	POPULAR	PREMIUM	SUPER PREMIUM	LUXURY
Retail Shelf Price	(Floor-8.95)	(9.00-14.95)	(15.00-24.95)	(25.00-49.95)	(Over 49.95)
	Threshold	Threshold	Threshold	Threshold	Threshold
Vodka	\$700	\$500	\$400	\$300	\$150
Gin	\$700	\$500	\$400	\$300	\$150
Rum	\$700	\$500	\$400	\$300	\$150
Tequila	\$700	\$500	\$400	\$300	\$150
Scotch	\$700	\$500	\$400	\$300	\$150
Cordials	\$700	\$500	\$400	\$300	\$150
Cocktails	\$700	\$500	\$400	\$300	\$150
Brandy/Cognac	\$700	\$500	\$400	\$300	\$150
Canadian/Bourbon/Blended Whiskey	\$700	\$500	\$400	\$300	\$150

If a product falls below the \$ per point of distribution monthly benchmark rate, a letter will be issued regarding the delisting of the item.

Note: This dollar volume is indexed off the following per price tier:

VALUE	Each size stands alone
POPULAR	Each size stands alone
PREMIUM	750ml
SUPER PREMIUM	750ml
LUXURY (OVER \$49.95)	750ml

**\*\*\*Effective May 1, 2016\*\*\***

#### New Products:

A newly listed product carried by ISLD will be examined after the product has been available in the marketplace for 9 months.

If the product's 9th month \$ volume falls below the monthly benchmark rate of (*listed below*) per point of distribution per month, an advisory letter will be issued regarding potential delisting.

<b>VALUE</b>	<b>POPULAR</b>	<b>PREMIUM</b>	<b>SUPER PREMIUM</b>	<b>LUXURY (OVER \$49.95)</b>
<b>\$58.33</b>	<b>\$41.67</b>	<b>\$33.33</b>	<b>\$25.00</b>	<b>\$12.50</b>

If the product achieves the benchmark rate in the next three months, it will not be delisted.

Note: This dollar volume is indexed off the following per price tier:

<b>VALUE</b>	Each size stands alone
<b>POPULAR</b>	Each size stands alone
<b>PREMIUM</b>	750ml
<b>SUPER PREMIUM</b>	750ml
<b>LUXURY (OVER \$49.95)</b>	750ml

- \*IDAPA 15.10.01.21(06) - New Listings
- \*IDAPA 15.10.01.21(07) - Delisting